

Reconnecting people, markets and oceans





OUR OCEANS ARE CHANGING

The fish on our plates tell a bigger story.

Across Europe, oceans are under pressure. Fish stocks are shifting. Invasive species are spreading. Small-scale fishers are struggling to compete. Consumers are faced with labels they don't fully understand.

Most people simply want to make a good choice but the system is complicated.

Mr.Goodfish 3.0, a project funded by the European Commission, exists to make sustainable seafood easier to understand and easier to choose.



THREE COASTS, THREE REALITIES

The Mr.Goodfish 3.0 project has 3 experimentation sites: places where we test, learn and co-create solutions for sustainable seafood.

To understand seafood sustainability, we went to where it begins.

Cyprus

In Cyprus, small fishing boats face changing ecosystems and the rise of invasive species like lionfish. Warmer waters, tourism pressure and shifting fish stocks create new uncertainty for local fishers.

Norway

In Tromsø, Norway, fisheries operate in one of the most regulated systems in the world. Yet even here, climate change and global demand reshape the industry and influence what ends up on people's plates.

France

In Boulogne-sur-Mer in France, seafood moves through one of Europe's largest processing hubs. Here, the challenge is different. Sustainability can become invisible inside long and complex supply chains.

Different contexts. Different pressures.

One shared challenge: How do we reconnect people to sustainable seafood?

DESIGNING COLLABORATION, NOT JUST CAMPAIGNS

Real change happens when people work together differently.
This is where Three o'clock comes in.



As the co-creation lead of Mr.Goodfish 3.0, Three o'clock designs the structure behind the collaboration.

We bring fishers, retailers, scientists, educators, policymakers and families into the same conversation:

- First, we listen.
- We map the ecosystem.
- We turn complex sustainability issues into practical design questions.
- We guide workshops where solutions are tested and improved together.

As one participant in Cyprus told us:

“For the first time, we are not just being consulted. We are building the solution together.”

FROM INSIGHT TO EVERYDAY TOOLS

Collaboration must lead to something tangible.

The existing Mr.Goodfish app is evolving and being upgraded into a guide for everyday decisions.

It helps people understand which species are in season in their region, highlights options that reduce pressure on overfished stocks, and encourages trying underused species.

→ In Cyprus, this might mean choosing a locally caught invasive species instead of an imported one.

→ In France, it can support clearer communication in supermarkets and restaurants.

→ In Norway, it strengthens dialogue between industry and citizens.

Three o'clock ensures these tools are not designed in isolation. They are shaped through real-world testing and refined through feedback.



“Customers ask simple questions. We need simple, trustworthy answers.”

As a retailer involved in the French pilot shared.

BUILDING A EUROPEAN MOVEMENT

The Mediterranean, the North Sea and the Arctic are different, but they are connected.

By working across these regions, Mr.Goodfish 3.0 tests what works in very different realities and ensures solutions can travel across Europe.

Three o'clock supports this scaling process by strengthening local collaboration ecosystems, structuring learning between pilots and designing solutions that are socially accepted and economically realistic.

The goal is simple: make sustainable seafood the obvious and easy choice.

The health and future of our oceans depends not only on what happens at sea, but on what happens at the counter, in restaurants and in our kitchens, and that includes all of us.





WHAT YOU CAN DO TODAY

- Choose seasonal, locally sourced seafood when possible
- Ask where your fish comes from and how it was caught
- Try an underused or lesser-known species
- Support restaurants and retailers that prioritise transparency
- Share what you learn with someone else

Small decisions, added up, can make a difference. When millions of people make slightly better choices, markets shift. When markets shift, oceans recover.

Sustainable seafood should not only be a policy goal, but a daily habit, and it starts with your next meal.

↗ Discover more about what we do in Mr Goodfish 3.0
<https://www.mrgoodfish.com/en/about-the-project>

↗ Read our project deliverable on the co-creation framework we designed in the 3 pilot sites
<https://www.mrgoodfish.com/en/about-the-project>

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Contact us to know more

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